The Blue Chip Story on Florida State

FSU 97½ FSU 97⅝ FSU 97⅞ FSU 98¼ FSU 98¾ FSU 98⅞ FSU 99¼ FSU 99½ FSU 99¾ FSU 100½ FSU 100⅞ FSU 101½ FSU 102⅛ FSU 102⅞ FSU 103¼ FSU

Florida State—The Best Stock on Today's Educational Market

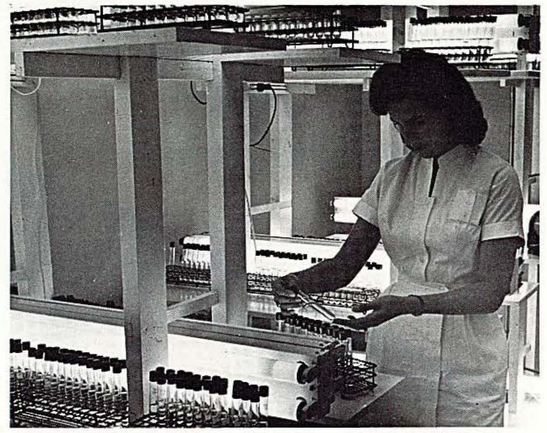
Now Providing
Preferred Education
For 12,137 Futures

The Dividends

Knowledge is and always will be its own dividend. But the application of knowledge to technological and cultural advancement is the keystone of this state's progress.

There are no greater profits to be held and shared by all, than those which guarantee the best leadership for tomorrow and the highest humanitarian uses of today's discoveries and resources.

Now offering doctoral degrees in 35 fields and having launched successfully six major research institutes, Florida State is dedicated to the quest for dividends of discovery. Exploring problems like cancer and red tide, solving nuclear and molecular biophysical mysteries and studying industrial and human reactions to space-age urbanization, the University's sphere of profit-sharing is limitless.



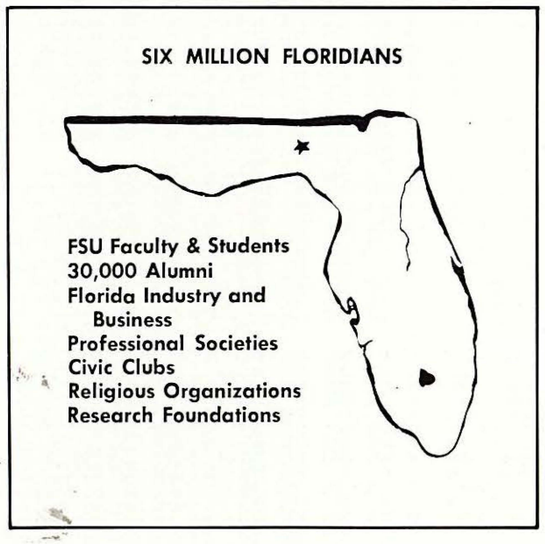
Economic And Social Progress Through Research
Each Ph.D. Between 200 & 250 New Jobs
College Graduates Needed for Space-Age Industries
Cultural and Scientific Development of Florida
Quality Education And Service To The State

FSU 105⅛ FSU 105⅞ FSU 106¼ FSU 106¾ FSU 107½ FSU 107⅞ FSU 108½ FSU 110 FSU 111⅛ FSU 112⅞ FSU 113¾ FSU

The Shareholders

The list of those who hold "shares" in Florida State University's future is growing longer than the state's coastline and wider than its tax rolls. For investments in higher education — above and beyond appropriations — are fast being recognized by private citizens and perceptive businessmen as the best means of increasing Florida's progress and profits in the years ahead.

Contributions of private support to the state's universities provide the vital margin needed for excellence — the elbowroom for quality in education. It has been estimated that Florida will have 360,000 residents of college age in 1965, all "shareholders" in the future of higher education.



Investment Opportunities

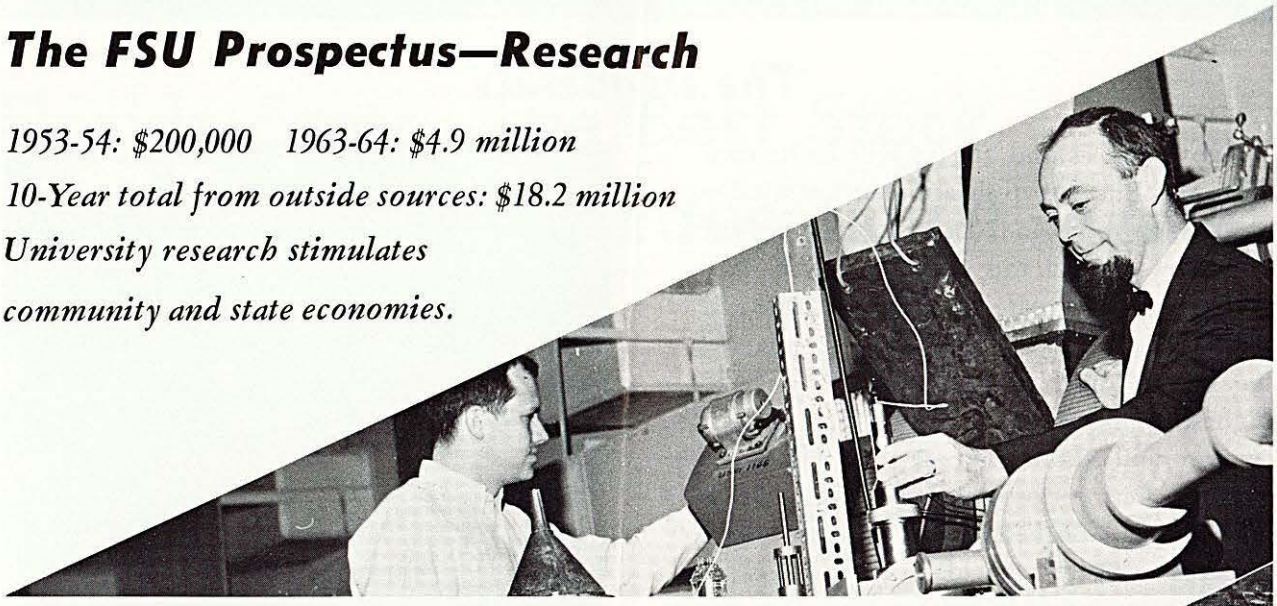
The Florida State University Foundation, Inc., established in 1960 and recently reorganized, is the non-profit corporation through which all private contributions to the University are administered.

There are many ways and means of assisting Florida State and adding to its margin of excellence. The Foundation welcomes all contributions, tangible and intangible in value, and seeks to strengthen not only the monetary latitude of the University, but its permanent collections of historic and academic treasures as well. Information on tax-deductible gifts to education may be obtained at the University's Office of Development, Westcott Building, FSU.

Scholarships And Professorships
Library, Art And Rare Book Collections
University Expansion, Educational "Extras"

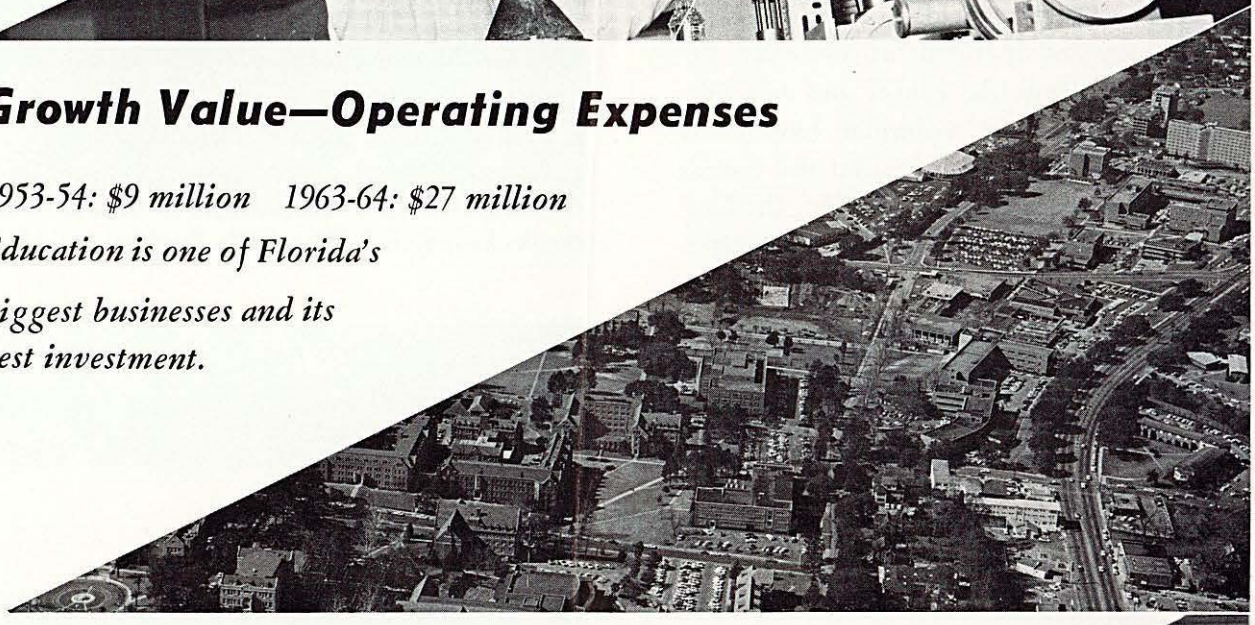
The FSU Prospectus—Research

1953-54: $200,000 1963-64: $4.9 million
10-Year total from outside sources: $18.2 million
University research stimulates
community and state economies.



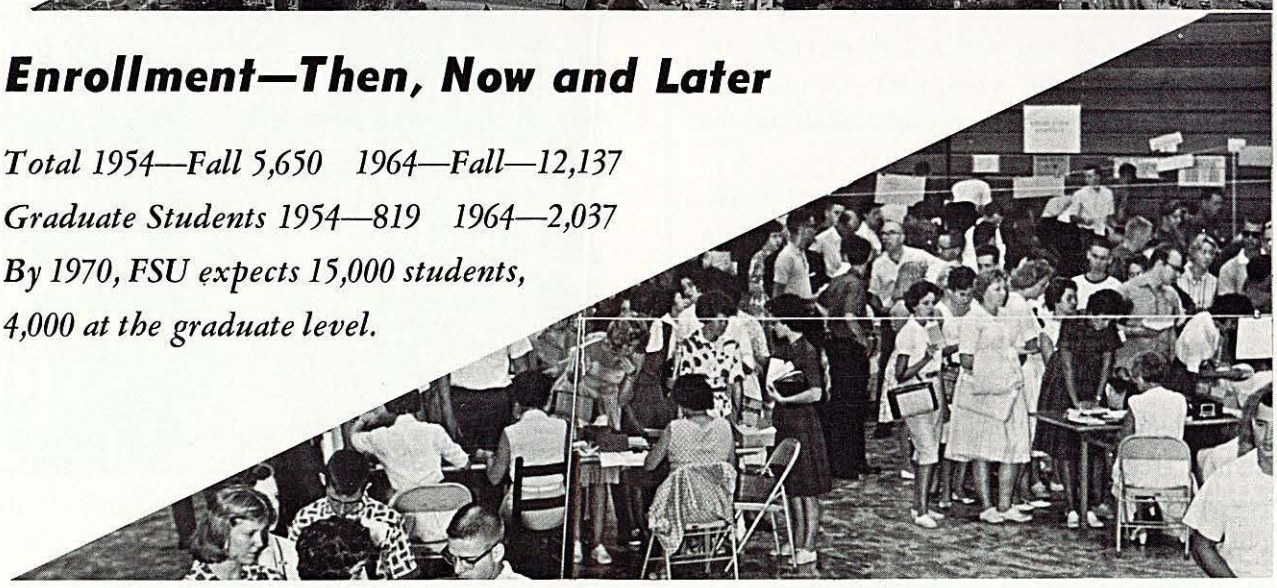
Growth Value—Operating Expenses

1953-54: $9 million 1963-64: $27 million
Education is one of Florida's
biggest businesses and its
best investment.



Enrollment—Then, Now and Later

Total 1954—Fall 5,650 1964—Fall—12,137
Graduate Students 1954—819 1964—2,037
By 1970, FSU expects 15,000 students,
4,000 at the graduate level.



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Colleges & Schools — State Universities